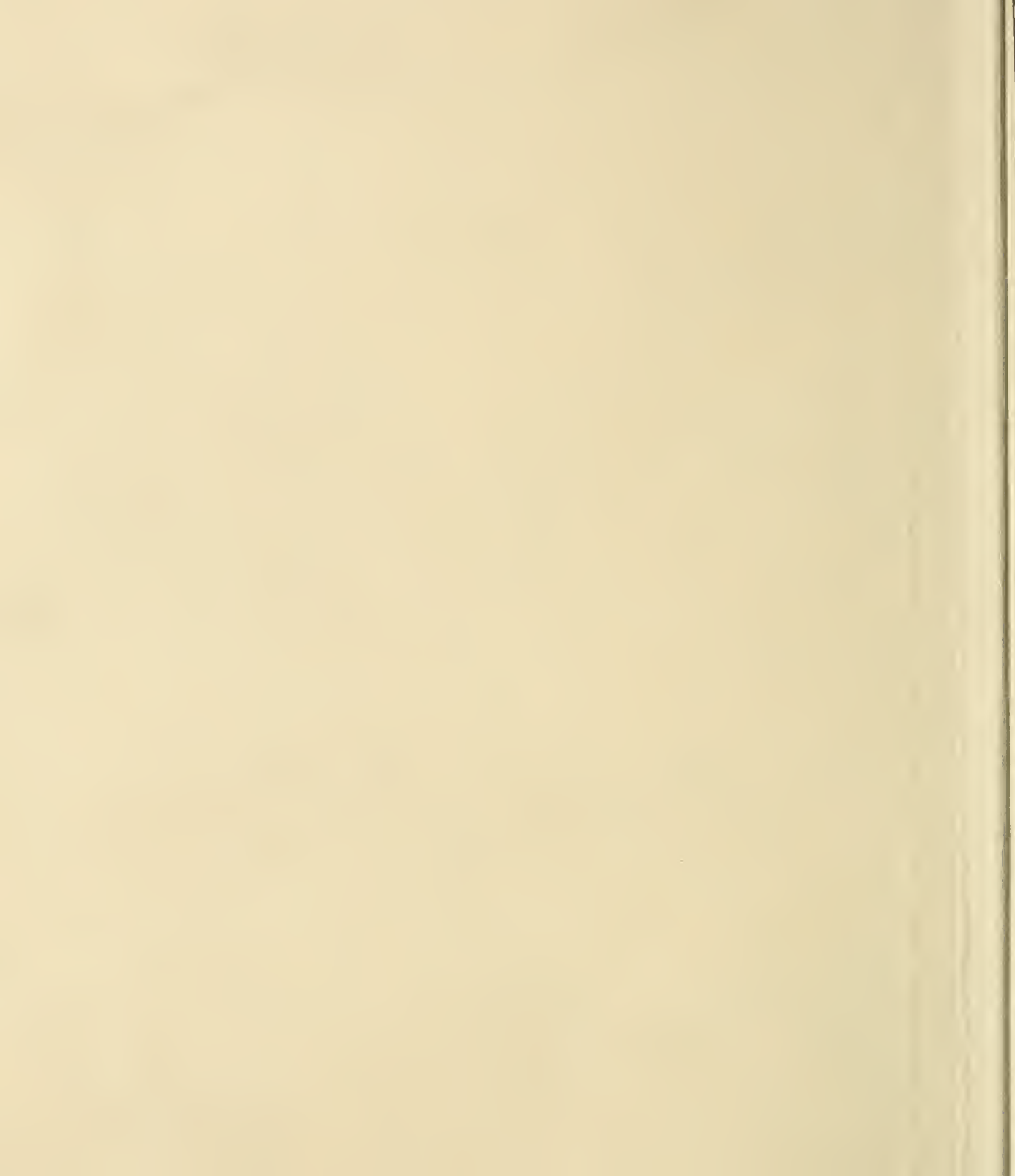
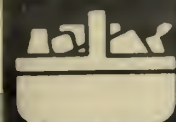


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





U.S.D.A

JAN 6 1941

CONSUMER TIPS > >

PLAIN COD-LIVER OIL

Rules for buyers:

1. All standardized cod-liver oil must contain at least 85 U.S.P (United States Pharmacopeia) units of vitamin D per gram; 850 U.S.P units of vitamin A per gram.
2. Brands vary widely in the potency of both vitamins.
3. Know whether you need to buy both vitamins or only one, in addition to the vitamins you get in your food.
4. Don't pay fancy prices for vitamins you don't need.
5. Read the label carefully.

How to compare costs and vitamin D potency of plain cod-liver oils in bottles:

Doses are usually recommended in terms of teaspoonfuls. Before buying, compare both cost and potency per teaspoonful of various brands.

Cost per teaspoonful

Write down: Cost of bottle

Number of ounces (1 pint equals 16 ounces)

To figure cost per teaspoonful: First, divide cost of bottle by number of ounces, to get cost per ounce. Second, divide cost per ounce by 7, to get cost per teaspoonful. (1 ounce equals about 7 teaspoonfuls).

Example:

Brand X: Cost, 57¢ per bottle

Bottle contents, 1 pint

Cost per tsp: $57 \div 16 = 3.6¢$; $3.6¢ \div 7 = \underline{0.5¢}$, or $\frac{1}{2}¢$

Brand Y: Cost, 37c per bottle

Bottle contents, 10 ounces

Cost per tsp: $37 \div 10 = 3.7¢$; $3.7¢ \div 7 = \underline{0.5¢}$, or $\frac{1}{2}¢$
(over)

Vitamin D potency per teaspoonful

Write down: U.S.P units per gram (see label).

To figure potency: Multiply U.S.P units per gram by 4
(1 teaspoonful equals about 4 grams).

Example:

Brand X: U.S.P units vitamin D per gram, 250

Potency per tsp: $250 \times 4 = 1,000$ U.S.P units

Brand Y: U.S.P units vitamin D per gram, 95

Potency per tsp: $95 \times 4 = 380$ U.S.P units

Comparison:

Cost per teaspoonful of both Brand X and Brand Y is about the same, but Brand X is well over twice as potent in "D" as Brand Y. Many authorities recommend from 400 to 800 U.S.P units of "D" daily for adolescents and younger children. One teaspoonful of Brand Y would not quite give you the minimum dose of 400 units, while one teaspoonful of Brand X would give you well over 800 units. It is believed wise not to give less than one teaspoonful, even though some brands provide more than the suggested maximum dose. When one teaspoonful fails to give a minimum of 400 U.S.P units vitamin D, it is wise to give enough additional oil to make at least a total of 400 units.

Note:

Cod-liver oil contains vitamin A as well as vitamin D. To figure potency of "A", you can use same method as for "D". Simplest rule: Consider "D" first because, unlike "A", it is practically impossible to get enough "D" from ordinary foods.

Before you buy:

Figuring costs and potency takes time. Clerks in stores are busy, so shop around first. Write down these facts about all available brands: Cost per bottle; contents of bottle; U.S.P units per gram. Take these figures home to work out comparisons.

CT-7